

Discovery phase

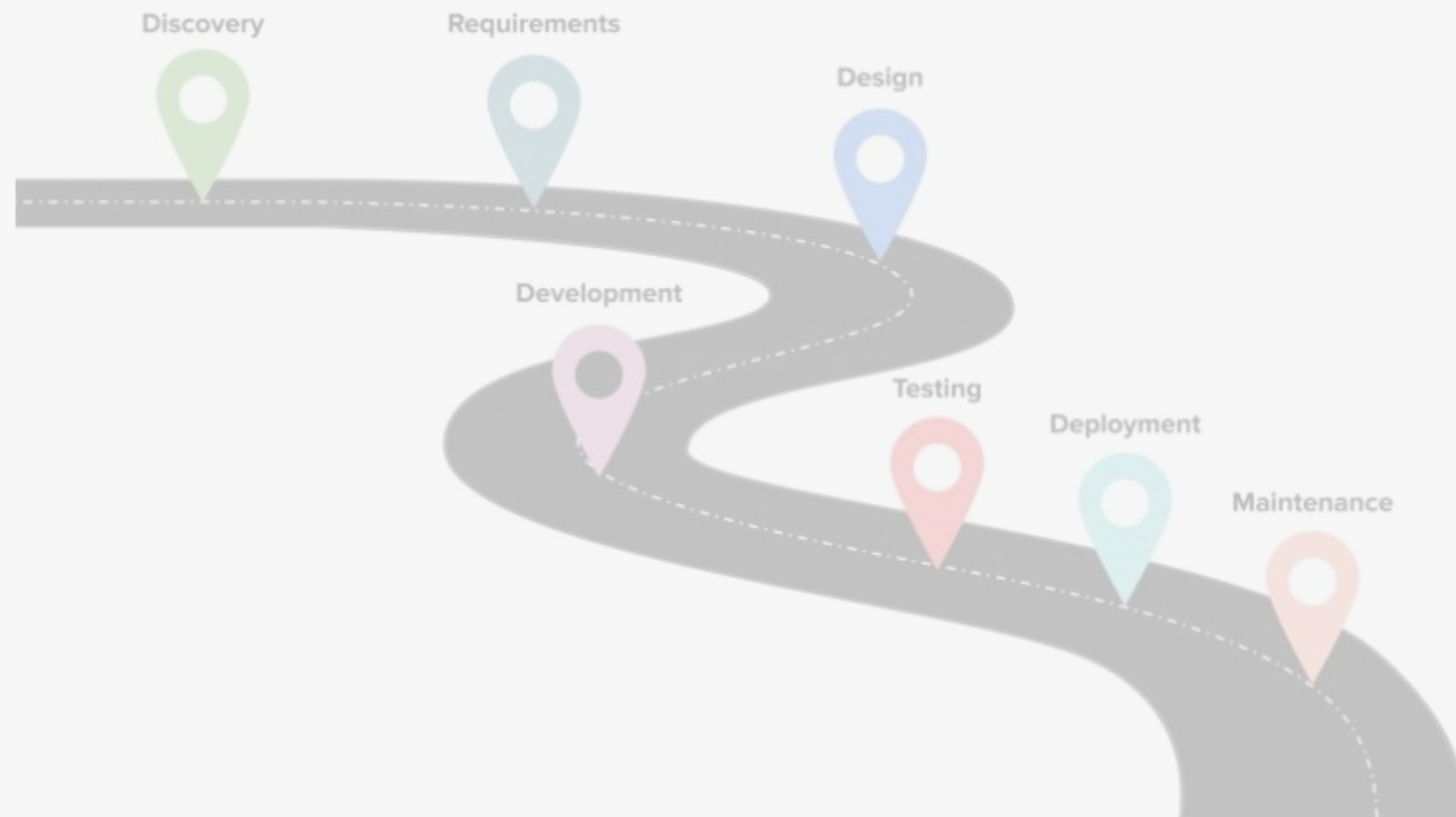
as part of Business Analysis-As-A-Service

(BAaaS)

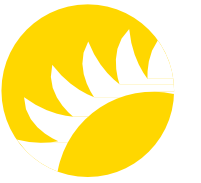


What is the Discovery phase?

The Discovery phase is a process of collecting and analyzing information about the project, its intended market, audience



Why does Discovery phase matter?



- to clarify the scope of the project.
- to define major criteria of project success.
- to agree on the priorities for the product features and releases schedule.
- to discover risks, constraints and dependencies of the project.

*According to [McKinsey](#), **17%** of IT projects turn out so bad, they cause the collapse of the company. While only **7%** of the projects are delivered late, **45%** exceed the estimated budget. Careful analysis and planning could prevent many failures. The discovery phase is vital for business owners who wish to complete their project on time and on budget.*

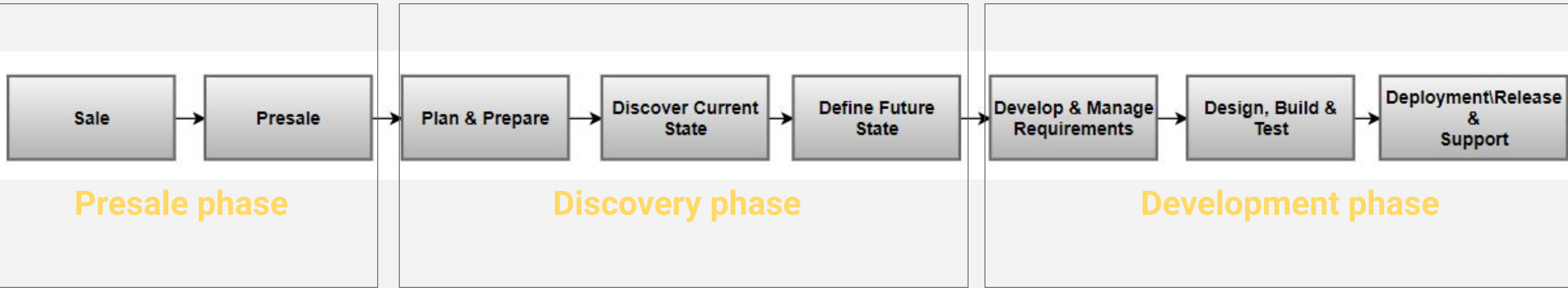
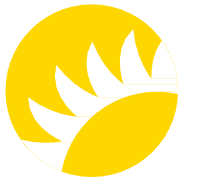
*The risk of missed deadlines is reduced by **75%**. The overall cost savings can exceed **50%**.*

Problems that force you to carry out Discovery phase



1. Market and competitors are not studied properly.
2. Business goal and success criteria of the product are not clear.
3. All the stakeholders and their responsibilities are not clarified.
4. End-users of the product and their needs are not investigated.
5. Business processes, covered by the product, are not scrutinized.
6. Product functionality is not fully described.
7. Project estimates are overwhelmed.
8. Planned technology stack doesn't meet the project needs.

Project stages



Team involvement and contribution

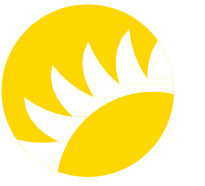


Timeline of discovery phase can vary. In most cases it lasts for the period from **1 to 8 weeks** and more.

Impact of each participant in Discovery Phase is the following:

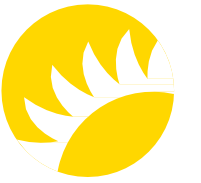
- Delivery manager - 15%
- Project manager - 10%
- Business analyst - **30%**
- Architect - 10%
- Developer - 20%
- UI/UX designer - 15%

BA activities during Discovery phase



1. Organize interviews with the stakeholders to clarify the business goals and success criteria.
2. Provide users research to define the target audience of the product.
3. Perform the market research and SWOT-analysis to find the opportunities and improvements for the product.
4. Scrutinize all available business documentation and domain specialities to elicitate, analyze and document the requirements for the product.
5. Describe, present and approve the project scope to correct time and cost estimations.
6. Investigate and document risks and assumptions to clarify the workflow.

Business analyst activities



- . Understand sponsor goals
- . Identify resources and availability
- . Communicate with the team
- . Define roles
- . Team kickoff
- . Identify stakeholders

- . Plan change management
- . Conduct training
- . Provide support
- . Plan future maintenance of requirements

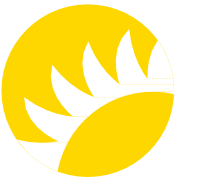
- . Document and share requirements
- . Validate requirements
- . Obtain approvals
- . Track changes to requirements

- . Identify subject matter experts
- . Map current state processes, systems, and data context

- . Map future state process
- . Define and assess alternatives
- . Assess impacts
- . Define prioritization criteria and scoring

- . Participate in design, implementation, and testing
- . Update requirements as design and implementation evolve

Discovery phase outputs for Client



You will receive:



System requirements specification

Project goals, features, technology stack, architecture



Preliminary UX prototype creating a custom solution

Representation of the digital interface and its features



MVP development plan and estimates

Team lineup, development timeline and budget

- Development team clearly understand your needs.
- You have a fully described image of your future product.
- You have justified project roadmap (time bounds).
- You can plan budget expenditures with more accuracy.



Possible Discovery phase artifacts

- Vision and Scope Document.
- Business Requirements Document.
- Context diagram.
- Business model canvas.
- Software Requirements Specification.
- Initial backlog (user stories or use cases).
- Story Mapping.
- Mind Map.

Vision and Scope



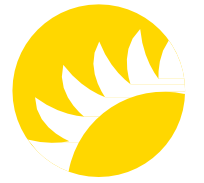
Vision and Scope Document

Vision and Scope Document

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Discovery phase artifacts. SRS



Software Requirements Specification

Project

Version 1.0

December 14th, 2020

Software Requirements Specification Document



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Project Cases. Case 1



Project: Asseco Live.

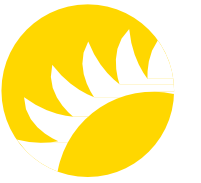
Customer request:

- Redesign and UX optimization of the call center software

Discovery phase results:

- Prioritized System Modules and defined MVP scope.
- Formation of a relevant approach to system design (constraints, color schemes, screen resolutions).
- Identified main scenarios of system usage (modules dependencies, user guides).

Project Cases. Case 2



Project: QNB Bank

Customer request:

- Create an automation portal for auditing bank premises and tracking the jobs stemming

Discovery phase results:

- Extracted all the requirements for the System.
- Created Software Requirements Specification of the Product.
- Created an initial product backlog, user guide, and the final design of the Product.

Project Cases. Case 3



Project: NDA

Customer request:

- Create an application for fitness and maintaining healthy lifestyle.

Discovery phase results:

- Created Benchmarking (competitor analysis).
- Identified the list of stakeholders of the application.
- Created RACI matrix.
- Created initial backlog.

Project Cases. Case 4



Project: Xcalibyte

Customer request:

- Develop a plugin for specific CI bodies

Discovery phase results:

- Investigated ready-made solutions for further implementation. Result = reduced time and cost.
- Created Vision and Scope document.
- Formed Story Mapping with the list of all features of the plugin.

Project Cases. Case 5



Project: Siemens

Customer request:

- Develop a solution for the efficient plant operation.

Discovery phase results:

- Identified much more efficient and rapid ways of product development.
- Reduced cost and time expenses due to implementation of a simpler solution according to the needs for improvement and complication.
- Developed and implemented scalable solution.

Team on Discovery Phase



Ways of cooperation with BA and its value

- **BA + UX/UI** = User Research within the product.
- **BA + Architect** = Architectural view of the system, functional and non-functional requirements.
- **BA + UX/UI + Architect + QA + Devs** on Discovery Phase = Vision and Scope document, Software Requirements Specification, Full decomposition + Correct estimation.
- **BA + Devs** = Full decomposition + Correct estimation (Proof of concept).
- **BA + QA** = Requirements validation, Test plan.



Thank you for your attention

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